



NORTH MAIN: A NEW FUTURE

Since 2001, more than \$430 million in new retail, residential and commercial development has occurred in Brighton's urban renewal areas. Each year brings new downtown restaurants and specialty stores, supported by beautification projects and year-round cultural events.

But most of that investment has not occurred in the North Main area. It's time to change this.

WHERE IT ALL BEGAN

Founded in 1887, Brighton is one of Colorado's oldest communities. And our historic downtown is where it all began. Most of the buildings north of Bridge Street, on either side of Main, were built in the late 1880s to 1930s. They boast original brick, showy tin ceilings and other details that have been covered up over the years. And they hold the stories of our community – Daniel Carmichael, the "father of Brighton," and his feud with Dewey Strong; the Leffingwell horse; the Adams County Fair Parade; Krazy Days and Brighton Bands.

WHY CREATE AN HISTORIC DISTRICT?

Attract visitors:

- Many of the most popular visitor destinations in Colorado are downtown historic districts, where shoppers enjoy the ambiance of historic settings over suburban malls. Think Fort Collins, Golden, Arvada, Salida and Durango. According to History Colorado, "surveys consistently show that visitors to Colorado are especially drawn to destinations with historic character and attractions that are interesting and authentic. Visitors with these types of interests generally stay longer and spend more money in the state than other tourists. As a result, heritage tourism has become a major economic generator, providing significant income and thousands of jobs across the state."

In 2008, heritage tourism in Colorado generated \$244 million in visitor spending.

Build community & economy:

- Local historic districts strengthen communities by protecting their character, typically enhancing property values as a result. Preservation programs also foster community pride and creativity, making historic neighborhoods desirable places to live and work.
- Approximately 32 new jobs are created for every \$1 million spent on preservation projects in Colorado.

Access to funding:

- Property owners in an historic district have access to state tax credits for up to 30% of the costs to improve historic buildings. Other financial incentives include state grant programs and below market loan programs.



Proposed Historic District Area

HISTORIC DESIGNATION WORKS

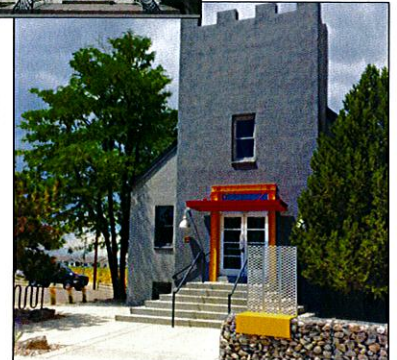
Here in Downtown Brighton, the Cannery Lofts project was awarded \$599,700 in state tax credits this year, and the historic Buddhist Church received \$27,000 in state tax credits for conversion and adaptive reuse of the buildings. The new Commercial Historic Preservation Tax Credit Program is one source of funding for projects that provide public benefits through a wide range of uses, including boutique retail, multifamily residential, office, industrial and tourism.



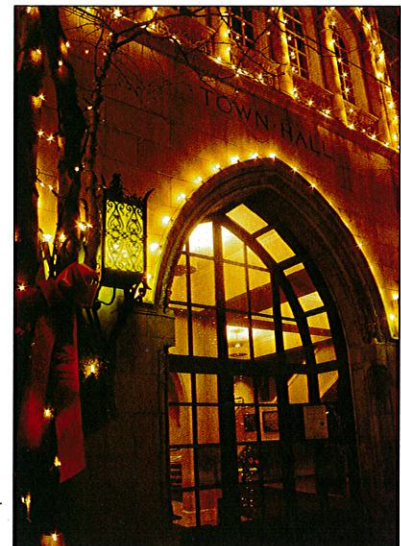
Cannery Lofts Conceptual Rendering



*Buddhist Church
before and after*



Littleton's Main Street Historic District is another great example. This four-block stretch of Main Street has a period of historic significance from 1870 to 1970 that reflects the evolution of the city from its agricultural roots far into the era of the automobile. Since the creation of the historic district in 2006, property owners have received city incentives such as reduced parking requirements, eligibility for grants to restore and maintain building facades, and eligibility for 20% state and federal tax credits for the cost of restoring structures that contribute to the historic character of the district. The result is a strong sense of history and an authentic local identity – which attracts new customers and investment.



*Littleton
Town Hall
Arts Center*

WHO ELSE IS INVOLVED?

The idea of forming an historic district on North Main is being discussed by the Downtown Partnership Committee and spearheaded by members Gary Plock and Wayne Scott. The Brighton Historic Preservation Commission and City of Brighton will assist them in completing an application for the local historic district designation, which must have the support of at least 51% of property owners in the proposed boundary area.

More Information

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